

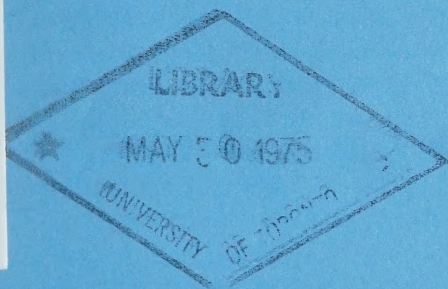
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"And what will you have from the bar?"

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Pamphlets

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"And what will you have from the bar?"

How do you react when a waiter asks you this question?

You know what he's doing. You know he's purposely assuming you want drinks—before, with and after your meal.

Because that's where the restaurant makes more money—on the liquor it sells rather than its meals. And that's how waiters build their tips.

This is just one example of the subtle—yet very real and powerful—pressure put on all of us throughout our lives to consume more and more alcoholic beverages.

This pressure comes from waiters. It comes from advertising. And it comes from family, friends and acquaintances.

And the pressure is increasing as we, here in Ontario, adopt many of the so-called "civilized" continental attitudes toward drinking. As the consumption of alcoholic beverages with all meals and at all social gatherings increasingly becomes the rule rather than the exception. And as alcoholic beverages become more readily available wherever we are, whatever we're doing.

How often do people say "Come on over for a drink," instead of "Come on over for a visit?"

How often do you take a few drinks to be "sociable" when you really don't particularly want them?

How often do you influence the people you know to drink when they really might prefer not to?

We're not against drinking. If people want to drink that's up to them.

But we think you should recognize the increased pressure being put on you to drink.

We think you should know that people in Ontario are consuming more alcoholic beverages more often than ever before.

And we think you should be aware of the health hazards involved in drinking too much, too often.

Only then can you make up your mind about your own drinking. About how you will react when people try to influence you to drink more. And about how you influence others.

**"Here's
to your
health."**